



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

# CONTRACT

<u>Contract / Revision</u> 569909 /		<u>Alt Order #</u>
<u>Product</u> Matheson for Congress 2012		
<u>Contract Dates</u> 10/22/12 - 10/28/12		<u>Estimate #</u> 11637
<u>Advertiser</u> Matheson/D/Congress		<u>Original Date / Revision</u> 08/21/12 / 10/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Kent Carbon	<u>Sales Office</u> Salt Lake City
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Media Strategies & Research**  
**1580 Lincoln St**  
**Suite 510**  
**Denver, CO 80203**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	13	10/22/12	10/28/12	M-F 5a-530a	5a-530a		:30			NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	11111--				5	\$175.00			
2	13	10/22/12	10/28/12	M-F 530a-6a	530a-6a		:30			NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	11111--				5	\$175.00			
3	13	10/22/12	10/28/12	M-F 6a-7a	6a-7a		:30			NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	11111--				5	\$375.00			
4	13	10/22/12	10/28/12	M-F 7a-8a	7a-8a		:30			NM	6	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	11121--				6	\$375.00			
5	13	10/22/12	10/28/12	M-F 8a-9a	8a-9a		:30			NM	7	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	12112--				7	\$375.00			
6	13	10/22/12	10/28/12	Sa 7a-9a	7a-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$325.00			
7	13	10/22/12	10/28/12	Su 7a-9a	7a-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$325.00			
8	13	10/22/12	10/28/12	M-F 9a-10a	9a-10a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$150.00			
9	13	10/22/12	10/28/12	M-F 10a-11a	10a-11a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$150.00			
10	13	10/22/12	10/28/12	M-F 11a-12p	11a-12p		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$175.00			
11	13	10/22/12	10/28/12	M-F 3p-4p	3p-4p		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	11111--				5	\$200.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
569909 /	

Contract Dates	Product	Estimate #
10/22/12 - 10/28/12	Matheson for Congress	211637

Advertiser	Original Date / Revision
Matheson/D/Congress	08/21/12 / 10/23/12

											Totals	
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
12	13	10/22/12	10/28/12	M-F 4p-5p	4p-5p		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	11111--				5	\$200.00			
E 13	13	10/22/12	10/28/12	M-F 5p-530p	5p-530p		:30			NM	8	\$6,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	11111--				5	\$300.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	13	10/22/12-10/28/12		M-F 5p-530p	5p-530p	MTuWThF----	:30		<del>\$300.00</del>	NM		
See MG 13.6,13.7,13.8,13.9,13.10,13.11,13.12,13.13,13.14												
2	13	10/22/12-10/28/12		M-F 5p-530p	5p-530p	MTuWThF----	:30		<del>\$300.00</del>	NM		
See MG 13.6,13.7,13.8,13.9,13.10,13.11,13.12,13.13,13.14												
3	13	10/22/12-10/28/12		M-F 5p-530p	5p-530p	MTuWThF----	:30		<del>\$300.00</del>	NM		
See MG 13.6,13.7,13.8,13.9,13.10,13.11,13.12,13.13,13.14												
4	13	10/22/12-10/28/12		M-F 5p-530p	5p-530p	MTuWThF----	:30		<del>\$300.00</del>	NM		
See MG 13.6,13.7,13.8,13.9,13.10,13.11,13.12,13.13,13.14												
5	13	10/22/12-10/28/12		M-F 5p-530p	5p-530p	MTuWThF----	:30		<del>\$300.00</del>	NM		
See MG 13.6,13.7,13.8,13.9,13.10,13.11,13.12,13.13,13.14												
6	13	10/22/12-10/28/12		M-F 5p-530p	5p-530p	MTuWThF----	:30		\$800.00	NM		
Ⓜ MG for 13.3,14.3,14.1,13.4,13.2,14.2,14.4,13.1,13.5												
7	13	10/22/12-10/28/12		M-F 5p-530p	5p-530p	MTuWThF----	:30		\$800.00	NM		
Ⓜ MG for 13.3,14.3,14.1,13.4,13.2,14.2,14.4,13.1,13.5												
8	13	10/22/12-10/28/12		M-F 5p-530p	5p-530p	MTuWThF----	:30		\$800.00	NM		
Ⓜ MG for 13.3,14.3,14.1,13.4,13.2,14.2,14.4,13.1,13.5												
9	13	10/22/12-10/28/12		M-F 5p-530p	5p-530p	MTuWThF----	:30		\$800.00	NM		
Ⓜ MG for 13.3,14.3,14.1,13.4,13.2,14.2,14.4,13.1,13.5												
10	13	10/22/12-10/28/12		M-F 5p-530p	5p-530p	MTuWThF----	:30		\$800.00	NM		
Ⓜ MG for 13.3,14.3,14.1,13.4,13.2,14.2,14.4,13.1,13.5												
11	13	10/22/12-10/28/12		M-F 530p-6p	530p-6p	MTu-ThF----	:30		<del>\$900.00</del>	NM		
Ⓜ Credited												
12	13	10/22/12-10/28/12		M-F 530p-6p	530p-6p	MTu-ThF----	:30		\$900.00	NM		
Ⓜ MG for 13.3,14.3,14.1,13.4,13.2,14.2,14.4,13.1,13.5												
13	13	10/22/12-10/28/12		M-F 530p-6p	530p-6p	MTu-ThF----	:30		\$900.00	NM		
Ⓜ MG for 13.3,14.3,14.1,13.4,13.2,14.2,14.4,13.1,13.5												
14	13	10/22/12-10/28/12		M-F 530p-6p	530p-6p	MTu-ThF----	:30		\$900.00	NM		
Ⓜ MG for 13.3,14.3,14.1,13.4,13.2,14.2,14.4,13.1,13.5												
E 14	13	10/22/12	10/28/12	M-F 530p-6p	530p-6p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	11111--				5	\$400.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	13	10/22/12-10/28/12		M-F 530p-6p	530p-6p	MTuWThF----	:30		<del>\$400.00</del>	NM		
See MG 13.6,13.7,13.8,13.9,13.10,13.11,13.12,13.13,13.14												
2	13	10/22/12-10/28/12		M-F 530p-6p	530p-6p	MTuWThF----	:30		<del>\$400.00</del>	NM		
See MG 13.6,13.7,13.8,13.9,13.10,13.11,13.12,13.13,13.14												
3	13	10/22/12-10/28/12		M-F 530p-6p	530p-6p	MTuWThF----	:30		<del>\$400.00</del>	NM		
See MG 13.6,13.7,13.8,13.9,13.10,13.11,13.12,13.13,13.14												
4	13	10/22/12-10/28/12		M-F 530p-6p	530p-6p	MTuWThF----	:30		<del>\$400.00</del>	NM		
See MG 13.6,13.7,13.8,13.9,13.10,13.11,13.12,13.13,13.14												
15	13	10/22/12	10/28/12	M-F 630p-7p	630p-7p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$450.00			
16	13	10/22/12	10/28/12	FOX Prime Friday 7-8p	7p-8p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount		
												Totals		
												Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/22/12	10/28/12	----F--				1	\$900.00					
17	13	10/22/12	10/28/12	M-F 9p-1005p	9p-1005p		:30			NM	7	\$10,500.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/22/12	10/28/12	21121--				7	\$1,500.00					
18	13	10/22/12	10/28/12	Sa 9p-1005p	9p-1005p		:30			NM	1	\$800.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/22/12	10/28/12	-----S-				1	\$800.00					
19	13	10/22/12	10/28/12	Su 9p-1005p	9p-1005p		:30			NM	1	\$1,500.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/22/12	10/28/12	-----S				1	\$1,500.00					
20	13	10/22/12	10/28/12	M-F 1005p-1035p	1005p-1035p		:30			NM	1	\$400.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/22/12	10/28/12	-T-----				1	\$400.00					
21	13	10/22/12	10/28/12	M-F 12p-1230p	12p-1230p		:30			NM	1	\$125.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/22/12	10/28/12	----F--				1	\$125.00					
												Totals	65	\$33,400.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	65	\$33,400.00	\$28,390.00
<b>Totals</b>	<b>65</b>	<b>\$33,400.00</b>	<b>\$28,390.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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